

Abstract

The diploma thesis *The Břeclav's lie: Ethical Frontiers of Working with Sources and the Social Construction of Reality Created by the Media* focuses on methods used by news media for creation of contents (about particular minority) and their ability to influence social processes according to which form for their contents they choose.

The thesis is divided into four parts.

In the first part of the thesis, the main focus is mainly on theory and concepts which are relevant for understanding other parts of the thesis, mainly the fourth one. Author focuses dominantly on respected paradigm of role of media in contemporary society and stereotypes as a necessary substance of media work.

Second part established a line between theoretical and practical parts of the thesis. It describes ethical norms used for information handling not only when minorities are in the game. Routines as strong determinant in process of creating of media contents are analysed, as well as related polls and research focusing on impact on audience with particular focus on reliability and accountability of those sources. Data on size of the audience is mentioned as well.

Third part consists of role of Roma minority in the Czech society regarding categorisation of thematic frameworks. This chapter involves parts on ethnicity as a tool of manipulation.

The fourth (main) part analyses practical issues – on the way media informed about case of assault of a boy in Břeclav supposedly happening on 15 April 2012. Hypothesis stands as if there is a suspicion that it could have led to escalation of anti Roma attitudes. The thesis defines and proposes content analyses of selected media. It documents differences in stressing ethnicity, in proportion of interest of different types of media and in context in which selected media stressed ethnicity of alleged offender.

This part reflects reaction of audience on media information which confirms theoretical hypothesis that media influence social affairs by their produced contents.